

WLUK-TV
F.C.C ISSUES/PROGRAMS REPORT
Quarter 2, 2009
April 1, 2009-June 30, 2009

TABLE OF CONTENTS

ISSUES & PROGRAMS IDENTIFIED

- ⊗ 11 Issues Identified/APR/MAY/JUNE (1 Page)
- ⊗ Issues Identified/Summariezed (P 1-27)

ATTACHMENT A - DESCRIPTION OF PROGRAMS (1 Page)
News, Fox News Sunday, Syndicated

DESCRIPTION OF ISSUES/PROGRAMS (Pages 1-7)

FOX 11 NEWS REPORTS (6 Hrs/Day of News) (Pages 1-55)

- ⊗ WLUK-TV News Programs Listed
- ⊗ Issues Listed
- ⊗ News Archiving Procedure Documented
- ⊗ WLUK FOX 11 News Reports -
News Report Summaries, categorized by Issues

FOX NEWS SUNDAY PROGRAM DESCRIBED (Pages 1-3)

- ⊗ Topics + Guests for each Sunday Program

NETWORK & LOCAL SPECIAL PROGRAMS

- ⊗ FOX NETWORK SPECIAL PROGRAMS Pages 1-15
- ⊗ WLUK FOX 11 SPECIAL PROGRAMS Pages 1-30

NETWORK PSA's AIRED (Page 1-4)

- ⊗ FOX Daytime/Primetime/Sports/Late Evening

WLUK-TV (LOCAL) PSA'S AIRED (Pages 1-21)

- ⊗ FCC Children's Report PSA
- ⊗ EOE PSA Aired
- ⊗ 2 EXAMPLES Scripts of Local PSA's Produced/aired
- ⊗ WBA PSAs Aired
- ⊗ DTV Promos Aired
- ⊗ DTV Transition Aired

F.C.C. QUARTERLY ISSUES REPORT
Quarter 2, 2009
(April 1-June 30, 2009)

ELEVEN ISSUES IDENTIFIED

See "News Reports" Section –
Daily News Stories Summarized & Designated
To Each Issue Identified This Quarter.
The News Reports detail the news coverage
for the issues in this quarter.
(See News Report Section)

1. **COMMUNITY VALUES/DEVELOPMENT & MENTORS.**
2. **CRIME/VIOLENCE, Including Law Enforcement and Protection**
3. **EDUCATION CONCERNS**
4. **ENVIRONMENTAL CONCERNS**
5. **FAMILIES, INCLUDING CHILDREN & TEENS**
6. **GOVERNMENT PROGRAMS & ACCOUNTABILITY**
7. **HEALTH CARE/ISSUES/NEWS & REFORM**
8. **BUSINESS & NON-PROFIT GROUP CONCERNS**
9. **MINORITIES/ELDERLY/WOMEN CONCERNS&CIVIL RIGHTS ISSUES**
10. **SUBSTANCE ABUSE, INCLUDING DRUGS & ALCOHOL**
11. **AMERICA AT WAR & INTERNATIONAL CONFLICT**

WLUK-TV
FCC QUARTERLY ISSUES/PROGRAMS LIST
April 1, 2009 through June 30, 2009

by *Q. Syndick*

Below is a listing of some of the significant issues responded to by station WLUK-TV, Green Bay, Wisconsin, along with the overview of most significant programming treatment. See subsequent sections to further detail aired programs on WLUK to support those issues for the period April 1 through June 30, 2009. The listing is by no means exhaustive, and the order in which the issues appear does not reflect any priority or significance:

- 1 - COMMUNITY VALUES/DEVELOPMENT/ECONOMY
- 2 - CRIME/VIOLENCE & LAW ENFORCEMENT/PROTECTION
- 3 - EDUCATION
- 4 - ENVIRONMENTAL CONCERNS
- 5 - FAMILIES, TEENS & CHILDREN
- 6 - GOVERNMENT PROGRAMS/ACCOUNTABILITY
- 7 - HEALTH CARE & REFORM
- 8 - BUSINESS & NON-PROFIT CONCERNS
- 9 - MINORITIES/WOMEN CONCERNS (INCLUDING CIVIL RIGHTS, DISCRIMINATION, HARASSMENT)
- 10 - SUBSTANCE ABUSE, INCLUDING DRUGS & ALCOHOL
- 11 - AMERICA AT WAR & INTERNATIONAL CONFLICTS

<u>Description Of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
COMMUNITY	SYNDICATED SHOWS	4/1-6/30	4am-5am	20-40 MIN.
COMMUNITY	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.
COMMUNITY	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55
COMMUNITY	FOX SUNDAY MORNING	4/1-6/30	9:00-10AM	20 Min.

**Narration of Type and
Description of Program/Segment**

SYNDICATED PROGRAMS. First Business and **Ag Day** provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am.

Local PSA's aired at various times sign-on to sign-off. See section **PSA** for examples of WLUK-TV PSA's aired within programming and explanation of Local & Network PSA's aired on WLUK.

See **NEWS REPORTS** section for reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#1") for all reports concerning "Community Values & Development" within the 5:00-9AM newscasts and 5PM and 9PM newscasts.

WLUK aired this FOX Network News forum and guests discussed Community Values & how current economy affects

<u>Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program/Segment</u>
CRIME/VIOLENCE	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	community development.
					SYNDICATED PROGRAMS. <i>First Business</i> and <i>Ag Day</i> provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am.
CRIME/VIOLENCE	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off. See sections Local & Net PSA's for those aired within programming pertaining to crime prevention.
CRIME/VIOLENCE	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See News Report Section for all reports within local FOX-11 Newscasts. See heading ("#2") for all reports concerning "Crime and Violence" aired within the 5:00-9AM news plus 5PM and 9PM newscasts.
CRIME/VIOLENCE	AMERICA'S MOST WANTED	4/1-6/30 SAT	8:00-9PM	20 Min.	Fox Network show features the crime committed and information about the criminal, to be apprehended. Anyone in the audience who can identify the criminal is asked to call the designated law enforcement department. Updates given about criminals who have been apprehended and convicted due to information provided by citizens who were watching this program. Some segments repeated in WLWK's "Good Day Wisconsin" morning show.
EDUCATION	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED PROGRAMS: <i>First Business</i> and <i>Ag Day</i> provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursday from 4:00am-4:30am/4:30am-5:00am
EDUCATION	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local/Network PSA's aired at various

<u>Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program/Segment</u>
EDUCATION	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9p		times sign-on to sign-off. Example of WLUK-TV PSA aired within programming which pertain to this issue = See PSA Local section.
					See NEWS REPORTS-LOCAL section for summary of all reports within local WLUK FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#3") for all reports concerning "Education" within the 5:00AM-9AM news plus 5PM and 9PM newscasts.
ENVIRONMENT	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED PROGRAMS. First Business and Ag Day provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am
ENVIRONMENT	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off. WLUK-TV PSA's aired within programming which pertain to this issue.
ENVIRONMENT	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9p	See pp 1-55	See News Reports-Local section for all reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), (assigned to #4) for all reports concerning "Environmental Concerns" within the 5:00-9AM, 5PM, 9PM newscasts.
FAMILIES	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED PROGRAMS. First Business and Ag Day provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am
FAMILIES	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local and Network PSA's aired at various times sign-on to sign-off. See "PSA Sections-Local & Network".

<u>Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program/Segment</u>
FAMILIES	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See all reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#5") for all reports concerning "Family Concerns" within the 5:00AM-9AM, 5PM, 9:00PM newscasts.
GOVERNMENT	FOX NEWS ALERTS	4/1-6/30/09	Varied	Varied	FOX News Alert brought several News Conferences: See "News Reports-FOX Network" for summary of News Interrupts this qtr.
GOVERNMENT	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED PROGRAMS. <i>First Business</i> and <i>Ag Day</i> provide information appropriate to community groups, families, businesses, agriculture, government and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am
GOVERNMENT	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30.	Local PSA's aired at various times sign-on to sign-off. See section for FOX Network PSA's aired on WLWK. Local examples.
GOVERNMENT	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See NEWS REPORTS-Local for summaries of reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#6") for all reports concerning "Government Accountability and/or Programs" within the 5:00AM-9AM, 5:00PM and 9PM newscasts.
GOVERNMENT	FOX SUNDAY MORNING	4/1-6/30	9:00-10AM	20 Min.	Update on national news. Guests discussed political candidates plus inauguration of elected President of the United States. In addition, military involvement in the war was a common topic. Host: Chris Wallace.

<u>Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program/Segment</u>
HEALTH	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED SHOWS: First Business and Ag Day provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursday from 4:00am-4:30am/4:30am-5:00am
HEALTH	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off. WLUK-TV PSA's aired within programming which pertain to this issue.
HEALTH	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See News Reports for summaries of all reports within local FOX-11 News Reports-Local. See "ISSUE" heading (far right column), ("#7") for all reports concerning "Health Care, Health Issues and Health News and Latest Medical Advances/Programs" within the 5:00AM-9AM News plus 5PM, and 9PM newscasts.
BUS./NON-PROFIT	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED SHOWS: First Business and Ag Day provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursdays from 4:00am-4:30am/4:30am-5:00am
BUS./NON-PROFIT	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off.
BUS./NON-PROFIT	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See NEWS REPORTS for all reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#8") for all reports concerning "Business & Non-profit Concerns" within the 5:00AM-9AM News plus 5PM, and 9PM newscasts.
BUS./NON-PROFIT	FOX SUNDAY MORNING	4/1-6/30	9:00-10AM	20 Min.	Update on national news. Guests discussed small businesses and influence of war on success. Hosted by Chris Wallace

<u>Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program/Segment</u>
MINORITIES/et al	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED SHOWS: <i>First Business</i> and <i>Ag Day</i> provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursday from 4:00am-4:30am/4:30am-5:00am.
MINORITIES, et al	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off. See PSA's Local section.
MINORITIES, et al	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See NEWS REPORTS for all reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#9") for all reports concerning "Minorities and/or Women's Issues or Participation" (including civil rights, discrimination, harassment) within the 5:00AM-9AM News plus 5PM, and 9PM newscasts.
SUBSTANCE ABUSE	SYNDICATED SHOWS	4/1-6/30	4AM-5AM	20-40 MIN.	SYNDICATED SHOWS: <i>First Business</i> and <i>Ag Day</i> provide information appropriate to community groups, families, businesses, agriculture, and community non-profit businesses, Monday through Thursday from 4:00am-4:30am/4:30am-5:00am.
SUBSTANCE ABUSE	PSA's, Local/Net	4/1-6/30	5AM-2AM	:10-:30 Sec.	Local PSA's aired at various times sign-on to sign-off. See PSA's Local & Network Sections.
SUBSTANCE ABUSE	FOX 11 & NET NEWS	4/1-6/30	5a/5p/9pm	See pp 1-55	See NEWS REPORTS for all reports within local FOX-11 Newscasts. See "ISSUE" heading (far right column), ("#10") for all reports concerning "Substance Abuse, including Drugs and Alcohol" within the 5:00-9AM, newscasts, and 5PM & 9PM newscasts.
SUBSTANCE ABUSE	FOX SUNDAY MORNING	4/1-6/30	9:00-10AM	20 Min.	Update on national news regarding drugs & abuse of drugs, apprehending

WLUK-TV
Quarter 2, 2009 Programs & Issues Report
DESCRIPTION OF PROGRAMS

Good Day Wisconsin	Monday through Friday	5:00am – 9:00am
Good Day Wisconsin	Saturday	6:00am – 8:00am
Good Day Wisconsin	Sunday	7:00am – 9:00am
FOX 11 News 5AM	Monday through Friday	5:00pm – 6:00pm
FOX 11 News 9PM	Monday through Sunday	9:00pm – 10:00pm
FOX 11 News @ 5PM	Saturday	5:00pm – 5:30pm
FOX 11 News @ 5PM	Sunday	5:00pm – 5:30pm

WLUK-TV ISSUES/PROGRAMS-QTR 2, 2009

All of the programs noted above are locally produced News programs presenting a mix of News, weather, sports and issue related feature stories.

Local Public Service Announcements	Any Day	Any Time
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The station broadcasts local and national public service announcements of varying lengths throughout the broadcast day. Many of the local PSAs are part of campaigns on one subject, such as health campaigns, the Jefferson Awards, food campaigns for the needy, recycling and military enlistment information.

Network PSAs	Any Day	Any Time
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Included in the PSAs noted below, our network, FOX, has an extensive campaign of PSAs. All of these PSAs are focused on broad societal issues such as education, drug use, reading, etc., which feature the leading stars of FOX, making sure that the message is delivered in an interesting format.

WBA PSAs	Rotation	Various
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Wisconsin Broadcasters Association features a variety of PSA's and provides the PSA's to member stations in the State of Wisconsin. PSA's are aimed at issues of interest to the American public such as health and medical News, Technology, travel, *Consumer Reports* and product analyses and the environment.